



ATENTO

**20
25** | **PRODUCT
LEADER**

*Advancing the Product Portfolio to Match
the Full Range of Customer Needs*

*RECOGNIZED FOR BEST PRACTICES IN THE
AMERICAS CUSTOMER EXPERIENCE
MANAGEMENT INDUSTRY*

F R O S T & S U L L I V A N

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Atento excels in many of the criteria in the customer experience management space.

RECOGNITION CRITERIA	
<i>Business Impact</i>	<i>Product Portfolio Attributes</i>
Financial Performance	Match to Needs
Customer Acquisition	Reliability and Quality
Operational Efficiency	Product/Service Value
Growth Potential	Positioning
Human Capital	Design

The Strategic Imperative: 8 Factors Creating Pressure on Growth



- Innovative Business Models:** A new revenue model that defines how a company creates and capitalizes economic value, typically impacting its value proposition, product offering, operational strategies, and brand positioning
- Customer Value Chain Compression:** Customer value chain compression as a result of advanced technologies, internet platforms, and other direct-to-consumer models that enables the reduction of friction and the number of steps in customer journeys
- Transformative Megatrends:** Global forces that define the future world with their far-reaching impact on business, societies, economies, cultures, and personal lives
- Disruptive Technologies:** New, disruptive technologies that are displacing the old, and significantly altering the way consumers, industries, or businesses operate
- Internal Challenges:** The internal organizational behaviors that prevent a company from making required changes

- **Competitive Intensity:** A new wave of competition from start-ups and digital business models that challenge the standing conventions of the past, compelling established industries to re-think their competitive stance
- **Geopolitical Chaos:** Chaos and disorder arising from political discord, natural calamities, pandemics, and social unrest that impact global trade, collaboration, and business security
- **Industry Convergence:** Collaboration between previously disparate industries to deliver on whitespace cross-industry growth opportunities

Top Transformations Impacting Growth in the Customer Experience Management Industry

Rank	Strategic Imperative	Timeline	Impact (%)	Impact Curve
1	Transformative Mega Trends Smart cities integrating ICT for enhanced public services	2030 - 55	74	Polynomial
2	Geopolitical Chaos Regulatory changes affecting data privacy and security	2026 - 40	71	Exponential
3	Industry Convergence AI integration in financial services for personalized banking	2029 - 44	69	Logistic
4	Compression of Value Chains Integration of IoT in logistics to streamline distribution	2028 - 40	68	Exponential
5	Disruptive Technologies Advanced AI for predictive customer analytics	2026 - 39	66	Polynomial
6	Geopolitical Chaos Political instability influencing foreign tech investments	2031 - 51	64	Polynomial
7	Internal Challenges Adapting to rapidly changing technology standards	2028 - 40	62	Exponential
8	Transformative Mega Trends Rise of telemedicine driven by AI and IoT	2027 - 45	61	Exponential
9	Disruptive Technologies 5G deployment enhancing real-time customer engagement	2025 - 40	58	Logistic
10	Industry Convergence Cross-sector IoT applications for smart infrastructure	2027 - 40	57	Exponential

The Evolution of Customer Experience Management in Latin America

“Frost & Sullivan recognizes Atento for embedding AI at the core of its operations while maintaining a strong human-centered service approach. The company has developed a platform that redefines how organizations deliver intelligent, secure, and scalable customer experiences.”

- Manuel Albornoz
Best Practices Research Analyst

The Customer Experience (CX) management industry in Latin America entered a period of structural transformation, characterized by rapid technological innovation, evolving client expectations, and a clear shift toward outcome-based service models. Frost & Sullivan projects CX management revenue in the region to grow from \$11.9 billion in 2023 to \$13.2 billion by 2029.¹ While overall growth remains steady, underlying shifts in how companies deliver and consume services continue to redefine the market.

A key driver of this evolution is the widespread adoption of digital channels. The digital front office, which includes email, chat, messaging apps, social media, and automated self-service, is set to grow significantly higher than traditional voice interactions.² Frost & Sullivan's independent research shows that by 2029, digital channels will represent 23.6% of front-office revenue, up from 20.9% in 2023, as companies seek more scalable, cost-efficient, and flexible engagement models.³

This shift in channel preference aligns with broader enterprise goals (i.e., reducing operational costs, increasing responsiveness, and capturing richer customer data) and with ever-rising customer expectations (i.e., seamless, effortless, and memorable experiences). More significantly, the transformation accelerates due to the increasing adoption of artificial intelligence (AI), particularly generative AI (GenAI), which redefines customer engagement at every stage.

Since 2020, CX management providers have been integrating AI into daily operations to automate routing, optimize self-service, and power agent support. With the emergence of GenAI, this evolution accelerated. In 2025, GenAI will enable dynamic customer conversations, real-time agent coaching, and advanced analytical querying of interaction data. Contact centers, once static and reactive, now operate as intelligent, insight-driven engagement hubs.

The growth of AI also changes the way providers structure pricing and service delivery. The market is moving away from traditional full-time equivalent-based billing toward models that tie value to business outcomes such as revenue generated and reduced costs. AI strengthens the ability to measure and optimize these indicators in real time, making it a critical driver of performance-based service models.

As this transition unfolds, providers across the region no longer position themselves as mere contact centers. Instead, they evolve into consultative service integrators, blending AI, automation, analytics, and operational strategy. Firms that deliver modular and scalable AI solutions, ranging from customer insights and automation to conversational platforms, better capture market value.

¹ Customer Experience Management in Latin America and the Caribbean, Forecast to 2029 (Frost & Sullivan, October 2024)

² Ibid.

³ Ibid.

In this context, access to customer interaction data emerges as a key competitive advantage. Companies that aggregate and analyze structured and unstructured data across touchpoints, including customer relationship management systems, contact centers, social media, and public complaint portals, build a solid foundation to develop predictive, vertically specialized AI models and deliver hyper-relevant service experiences.

The CX management industry in Latin America continues to move toward a future defined by automation, data enrichment, and operational intelligence. Providers that combine technical expertise with a deep understanding of customer behavior will lead the shift from hours delivered to outcomes achieved in an increasingly digital and AI-first economy.

Atento's Leadership in AI-Driven Innovation

Following a period of significant market transformation, providers in the CX management space must demonstrate technological leadership and operational scale. Founded in 1999, Atento positions itself at the forefront of this shift. Atento is one of the larger providers of business transformation outsourcing (BTO) services in Latin America and ranks among the top global providers in the industry. It also plays a critical role as a nearshoring partner for United States-based companies seeking high-performance BTO services with cultural and linguistic alignment.

The company operates across 17 countries, employing approximately 110,000 professionals, and supports more than 400 enterprise clients.⁴ These include global leaders in telecommunications, financial services, healthcare, retail, and public administration. Atento delivers omnichannel solutions that adapt to each industry's operational reality, combining deep frontline experience with digital-first, AI-enabled service models.

Reinforcing its innovation leadership, Atento became the first company in its sector to achieve the International Organization for Standardization 56002 Innovation Management Certification, a recognition it has maintained since 2020.⁵ The company continues to transform how organizations manage customer and employee experiences. It embeds automation, AI, and data intelligence into every layer of service delivery while preserving the empathy and contextual understanding that drive meaningful customer engagement.

Transforming CX and EX through AI Studio: Advanced Insights, Knowledge Assistants, and Conversational AI

After establishing itself as a global leader in omnichannel BTO services, Atento expanded its strategic focus to include AI-enabled transformation. This shift drove the creation of a unified portfolio of intelligent, modular technologies designed to enhance CX and employee experience (EX). The company's ecosystem integrates conversational AI, journey orchestration, advanced analytics, automation, and virtual assistants.

At portfolio's core, Atento AI Studio serves as the company's primary platform for designing, testing, and scaling AI-powered capabilities across all service environments. Positioned within the EX-Solutions stack,

⁴ About Us (Atento webpage: <https://atento.com/en/about-us>)

⁵ "Atento Celebrates Continued Innovation with Fourth Consecutive ISO 56002 Certification" (Atento press release, October 2024)

AI Studio acts as a central enabler that blends with other enterprise systems, including intelligent automation workflows, digital recruitment modules, and knowledge management tools. This integration drives business outcomes like churn reduction, real-time personalization, and increased frontline productivity. Atento leverages AI Studio to convert complex use cases into modular, commercial-ready products offered as embedded features or standalone services. The platform supports three primary solution families:

- **Advanced Insights**, which includes Voice of Customer (VoC) analytics and automated Quality Assurance (QA).
- **Knowledge Assistants**, such as co-pilot tools, provide real-time support to agents during live interactions.
- **Conversational Agents**, which enable automated customer and employee engagement across channels.

This architecture allows Atento to deploy AI solutions within its operations and directly in client environments, including those outside the company's direct management. The platform's adaptability also supports various implementation strategies, enabling enterprise customers to accelerate digital transformation without depending solely on outsourcing.

AI Studio integrates with a broad range of large language models, including both proprietary and third-party options. It includes built-in controls for security and data governance, ensuring full compliance with regulations such as the General Data Protection Regulation.⁶ As client needs transform, AI Studio adapts accordingly, delivering scalable, reliable intelligence that meets the demands of complex, real-world environments.

Frost & Sullivan recognizes Atento for embedding AI at the core of its operations while maintaining a strong human-centered service approach. The company has developed a platform that redefines how organizations deliver intelligent, secure, and scalable customer experiences.

Advanced Insights: Turning Voice Interactions into Actionable Intelligence

Following the launch of AI Studio, Atento prioritized solutions that deliver measurable business impact through real-time data. Advanced Insights, the first of Atento's three core solution families, transforms voice and text-based customer interactions into strategic intelligence that drives operational efficiency and informed business decisions.

Advanced Insights builds on Atento's proprietary and ever-expanding database of real-world customer conversations. The company collected this data asset across multiple industries and markets through years of frontline service, enabling organizations to conduct advanced, open-ended analysis using natural language queries. The solution enables users to identify reasons for customer dissatisfaction, detect sentiment trends, and measure the effectiveness of campaigns and promotions.

⁶ Frost & Sullivan Interview with Atento (April 2025)

"With decades of operational expertise, Atento continues to show how AI can become scalable and practical. AI Studio stands as a testament to this vision, transforming innovation into repeatable, measurable outcomes that allow businesses to grow, compete, and lead in today's digital economy."

- Sebastian Menutti
Research Director

Advanced Insights includes two integrated modules: VoC and QA. The VoC module transcribes and semantically analyzes contact (including calls) data at scale. With the help of generative AI, Atento analyst can generate call summaries, trace sentiment shifts during conversations, confirm issue resolution, and estimate how customers might respond in satisfaction surveys. These insights enable companies to understand the emotional dynamics of interactions and adjust their strategies accordingly.

The QA module automates associates' performance reviews through AI-generated evaluations. Using configurable prompts, the system scans contact data for

specific criteria, such as whether agents followed protocols, offered key services, or used persuasive techniques. Results feed into real-time dashboards or reports that supervisors can use to guide coaching sessions, set performance benchmarks, and influence compensation structures. Built-in audit features ensure transparency and accountability throughout the evaluation process.

In addition to operational monitoring, Advanced Insights helps uncover business-level patterns that often go unobserved. Clients use the platform to identify gaps between marketing messages and actual sales outcomes, understand the root causes of churn, and optimize agent training around high-value behaviors. These insights frequently drive changes to scripts, workflows, and even go-to-market positioning.

The strength of Advanced Insights lies not only in its AI capabilities but also in its deep integration with operational workflows and CX strategy. By aligning domain-specific data with machine intelligence and human feedback, the solution creates a continuous learning loop that helps businesses respond to market shifts in real time.

Knowledge Assistant: Real-Time Support Through Intelligent, Configurable Co-Pilots

After establishing data-driven decision-making through Advanced Insights, Atento turned its focus to real-time service optimization with the development of Knowledge Assistant. As the second core module of the AI Studio platform, this solution equips agents with immediate, context-relevant information during live customer interactions. It improves service consistency, accelerates onboarding, and reduces operational friction.

Knowledge Assistant operates as a configurable co-pilot that draws from curated internal documentation to generate precise, context-aware responses in real time. Atento designed the tool with accessibility in mind, enabling non-technical users to deploy it through an intuitive setup process. Within minutes, teams can create and activate a new assistant by uploading relevant content, selecting a language model, and setting parameters such as tone, document depth, and token limits (all using natural language input).

Once deployed, the assistant integrates seamlessly with communication platforms such as Atento's internal chat systems or Microsoft Teams, among others. Associates can access it during live customer conversations to navigate complex topics and deliver accurate, confident responses without delay. This

immediate support enhances service quality and agent productivity, especially in dynamic or high-pressure environments.

What makes Knowledge Assistant especially effective is the level of control it gives to users. Teams can continuously update the knowledge base by adding, removing, or replacing documents to reflect policy changes, product updates, or shifts in brand messaging. This flexibility ensures the assistant always aligns with the latest business context, without the need for code-based reconfiguration or lengthy retraining cycles.

Underpinning the system is retrieval-augmented generation, which grounds responses in verifiable documentation to minimize hallucinated outputs. When no relevant source is available, the assistant transparently communicates that limitation, maintaining credibility and reinforcing trust in the system's reliability.

By combining ease of use, seamless integration, and real-time intelligence, Knowledge Assistant extends institutional knowledge to every frontline interaction. It empowers agents to resolve issues, reduces dependence on fragmented tools or manual lookups, and supports scalable service delivery that evolves with the business. As part of AI Studio's broader architecture, Knowledge Assistant reinforces Atento's commitment to flexible, human-centered AI. An example was the case of a United States government agency, where Atento's AI Knowledge Assistant was designed to streamline the information retrieval process and help associates, improving the ramp-up of the project, delivering faster and more accurate responses.

Conversational AI: Advancing Talent Evaluation Through Real-Time Simulation

Atento completed the AI Studio portfolio by introducing Conversational AI as the third foundational solution set, which simulates natural, contextual interactions across customer-facing and internal applications. This suite includes two complementary offerings: Brand Persona, which delivers consistent tone and brand voice across digital touchpoints, and Smart Recruiter, a generative AI tool that redefines how organizations assess and develop customer-facing talent.

Smart Recruiter transforms the recruitment process by using AI to simulate real-time service scenarios that closely reflect the dynamics of live customer interactions. This tool allows Human Resources teams to evaluate candidate readiness, communication skills, and decision-making in a fully digital environment before candidates engage with customers.

Setting up assessments is straightforward and does not require technical expertise. Human resources (HR) managers define simulation parameters such as industry, customer persona, interaction tone, and test length. With these inputs, the system generates tailored scenarios that candidates navigate through live, AI-driven conversations. As candidates respond, the platform assesses key qualities like empathy, clarity, tone control, and procedural adherence in real time.

Each assessment relies on a structured prompt crafted by Atento's specialists in linguistics and behavioral evaluation. AI applies objective, pre-defined scoring criteria to evaluate candidate performance across multiple dimensions, from professionalism and persuasive ability to linguistic precision and relevance. At the end of each session, Smart Recruiter generates a comprehensive performance report with both a clear

score and contextual feedback, giving HR teams the insights they need to make informed hiring decisions. Smart Recruiter also stands out for its scalability and ease of deployment. HR teams can independently create, modify, and launch assessments without support from information technology departments. The platform supports thousands of conversation variations, making it highly adaptable across job roles, customer types, and industry-specific scenarios. With over 150,000 interviews conducted as of March 2025, the tool demonstrates its value in improving recruitment and candidate quality.⁷

Building on this success, Atento is extending Smart Recruiter into the training space. New coaching modules allow agents to practice complex customer interactions (e.g., handling complaints or negotiating under pressure) in a safe, AI-powered environment. This addition turns Smart Recruiter into more than just a hiring tool. It becomes an engine for continuous skill development, supporting frontline performance and consistency in real-world situations.

Together with Brand Persona, Smart Recruiter complements the broader purpose of Atento's Conversational AI strategy: to humanize digital interaction. These tools demonstrate how AI can go beyond automation by delivering personalized, adaptive conversations that reflect brand values and operational realities.

Proving Impact Through Measurable Results

After launching the AI Studio portfolio, Atento rapidly advanced from pilot initiatives to full-scale commercial deployment. The platform now serves as a key driver of digital transformation across industries, demonstrating that advanced AI can deliver measurable impact without demanding complex internal infrastructure. Atento's strategy prioritizes accessibility, scalability, and real-world applicability. This approach positions the company as a technology provider and transformation partner. By simplifying adoption, Atento enables clients to turn AI into a practical, sustainable, competitive advantage.

By 2025, 100 enterprise clients actively use AI Studio across industries, including banking, energy, telecommunications, and digital payments. Thousands of users engage with the platform daily to enhance customer and employee experience. Clear performance metrics demonstrate the platform's growing impact and sustained adoption:

- **Smart Recruiter** facilitated approximately 150,000 interviews across 250 distinct role profiles, helping HR teams streamline evaluations and improve hiring precision.⁸
- **Knowledge Assistant** delivered more than 125,000 contextual interactions, providing accurate, real-time guidance to agents and internal staff.⁹
- **Atento Conversations** enabled over 32 million natural language interactions, allowing clients to shift from static support models to dynamic, AI-led service.¹⁰

⁷ Ibid.

⁸ "Atento Democratizes the Use of Artificial Intelligence in Customer and Employee Experience" (Atento press release, January 2025)

⁹ Ibid.

¹⁰ Ibid.

- **Advanced Insights** analyzed more than 125,000 hours of call data, revealing behavioral patterns, identifying root causes of dissatisfaction, and uncovering optimization opportunities at scale.¹¹
- These metrics underscore the platform's reach, but its effectiveness becomes even more evident through client case studies:
- For a **banking client**, Advanced Insights identified ten key customer friction points. The resulting improvements led to a 3.5% increase in customer satisfaction (CSAT), a 5% reduction in callback volume, and sustained high-resolution consistency across service channels.¹²
- For a major **energy provider**, AI Studio uncovered key dissatisfaction triggers and recommended empathetic agent response strategies. These enhancements drove an 8.6% increase in CSAT, a 9% rise in net promoter score (NPS), and a 65% drop in the number of dissatisfied customers.¹³
- For a **digital payments company**, the platform reduced customer leakage to escalated service channels by 22% over 12 months. Sentiment tracking and agent coaching contributed to a 4% gain in CSAT and a 31% increase in NPS, demonstrating a direct link between AI insights and improved service quality.¹⁴

These examples show that AI Studio acts as a true business enabler. Each solution delivers immediate, actionable value by aligning advanced technology with the client's strategic objectives. Atento reinforces this impact through its deep process expertise and secure, scalable infrastructure. Notably, organizations can achieve these results without building in-house AI teams, making innovation accessible across a wide range of digital maturity levels.

With decades of operational expertise, Atento continues to show how AI can become scalable and practical. AI Studio stands as a testament to this vision, transforming innovation into repeatable, measurable outcomes that allow businesses to grow, compete, and lead in today's digital economy.

Atento's Shift from BPO Provider to Strategic Transformation Partner

Atento applies an agile, field-driven development model across its AI Studio portfolio. Frontline teams pilot new applications and test real-world scenarios, allowing the product suite to evolve directly from service delivery challenges. For example, Conversation AI, the next generation of Atento Conversations, integrates generative AI copilots into live voice interactions. This innovation creates a dynamic three-way exchange between the customer, agent, and assistant, enhancing personalization and accuracy while keeping human agents in control. The model represents a clear expression of Atento's principle of delivering "Technology with a Human Touch."

Looking ahead, Atento plans to expand AI Studio as a standalone solution, decoupling its tools from Atento-managed operations. This evolution will allow enterprise clients to adopt Insights, Smart Recruiter,

¹¹ Ibid.

¹² Ibid.

¹³ Ibid.

¹⁴ Ibid.

Knowledge Assistant, and other modules in environments where Atento is not the primary service provider. To support this transition, the company is refining its billing infrastructure to separate internal and external usage, ensuring transparent licensing and scalable commercial models.

A cornerstone of Atento's growth strategy is its exclusive access to a proprietary dataset comprising millions of human-supervised customer interactions. Unlike publicly available internet data, this dataset captures the nuance and specificity of real-world customer care. It enables the potential development of specialized small language models for particular industries, service environments, or geographic markets. Atento makes these opportunities viable by applying rigorous data privacy protocols and maintaining trusted client relationships.

In addition, Atento is broadening its analytical capabilities by exploring the integration of external data sources, including consumer protection claims and social media commentary. The company enables clients to assess brand sentiment and service quality within their operations and across the broader public landscape.

This strategic evolution marks Atento's shift from a traditional BPO provider to a consultative technology partner. In 2025, clients rely on Atento to co-develop AI-powered solutions tailored to operational needs. The company supports this role by drawing on experienced service professionals to validate new models. Their deep frontline knowledge helps fine-tune prompts, adjust interaction flows, and simulate high-stakes use cases with accuracy and realism that generic testing environments cannot replicate.

Ultimately, Atento continues to evolve its offering through an agile product roadmap that prioritizes operational relevance and client co-creation. Its expanding go-to-market strategy makes AI Studio available as an embedded and standalone solution, reinforcing the company's role as a consultative partner. As the market shifts toward outcome-based models, Atento stands out for delivering intelligent solutions that scale, adapt, and consistently enhance human experience.

Conclusion

Atento positioned itself as a leading force in the evolution of customer experience management by combining large-scale operational expertise with a strategic commitment to artificial intelligence (AI)-driven innovation. Through the development and successful deployment of AI Studio, the company has redefined how organizations across industries approach customer and employee experience. Its modular platform, comprising advanced insights, knowledge assistant, and conversational AI, empowers clients to extract value from voice data, deliver real-time support, and simulate human interaction with precision and efficiency. With proven results in banking, energy, and digital payments, and a user base that spans thousands of agents and decision-makers, the company demonstrates that advanced AI can be accessible and impactful.

With its strong overall performance, Atento earns Frost & Sullivan's 2025 Americas Product Leadership Recognition in the customer experience management industry.

What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Product Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Product Portfolio Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability and Quality: Products consistently meet or exceed customer expectations for performance and length of service

Product/Service Value: Products or services offer the best value for the price compared to similar market offerings

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

